

**\$100,000.00**  
**STOCK**  
To  
Choose From.

**WHO ARE**  
**YOU**  
**Going to Vote**  
**FOR?**

**Our Guarantee**  
**IS A**  
**Written**  
**CONTRACT**

**'BILL' BRYAN or 'BILL' TAFT?**

How are You Going to Buy your Fall

**'Bill' Direct or 'Bill' Indirect?**

For the past four months we have been preparing for this Fall's business, and everytime a bargain was offered we bought it so as to have it for you this Fall. We visited the Northern and Eastern markets for the sole purpose of hunting for bargains, and bargains alone—and bargains we got—besides having both floors of our new store filled we have rented the building formerly occupied by Lipscomb & Russell, and it is also jammed and packed with bright new fall goods. We have beyond a doubt received as many goods as any two concerns in Greenville. People marvel at the piles of new goods received by us daily and wonder why we bought such an immense stock—if they knew how cheap we bought them, they'd certainly have "another think coming" and wonder why we didn't buy more.

We, (as no other concern in this part of the state does) stand alone between the manufacturer and consumer—we buy as near the source of supply as any concern in the South. Every jobber, every commission man, and every retailer through whom goods are handled must have a profit before they reach you, the consumer. Who pays the profit? Why you do; therefore in dealing with us you evade all these middle men's profits, thereby getting your stuff as direct as it is at all possible—do you catch the point, Mr. Customer? We are in the position to sell you stuff as cheap as the retail merchant buys it. The next question that will naturally "pop" into your mind is: DO THEY DO IT? You know we can if we will, but will we do it, or will we pocket all these middle profits without allowing our retail trade to share them with us?

IN ANSWER TO THIS: Our profits against others' Profits. There never was anything deadlier in this world than the old idea of big profits. Small profits and big business have driven this antiquated theory to the walls years ago. It would have been better for all the people generally had it been driven to the walls years before it was.

Some of our would-be-competitors sigh for the good old times when we were in our infancy—when our source of supply was the same as theirs—the time when they could charge you what they pleased for a suit of clothes, a pair of shoes, or a calico dress—if you didn't buy from one of them, you had to buy from the other, and they were all pretty much the same as far as big profits were concerned, but even then, when we had to buy our stuff from 2d and 3d hands as they did and do now, we figured on small profits; the people began to find this out, and through our persistent endeavors and concentration, we soon won the confidence of the people. We began a wholesale business in connection with our retail business, and just as soon as we reached the point where we could talk quantity and buy in quantity we began buying direct, and right then we threw a bomb into high prices, and now there is not a store in the city able to compete with us. Our prices are such that both the rich and poor can sit down to the same table of success and enjoy the fruits thereof—which is the pleasure in knowing you are buying your goods as near direct as is possible, and one man buys as cheap as another—its our iron-clad-one-price-to-all-alike rule, and it makes no difference whether you own a plantation or only have it rented—no difference whether you're a millionaire or a pauper—no difference whether you are a "Lilly White" or a "Rosy Black"—no matter whether you vote for Bryan or Taft—the same low-price-one-price-small-profit-spot-cash to all alike rule applies to all.

**WE ARE LOOKING FOR YOU**  
**and Don't You Forget it.**

**Hobbs-Henderson Company,**

WHERE THE MOST  
PEOPLE TRADE  
GO THOU THERE  
ALSO



**"The Store That is Always Busy."**  
**GREENVILLE, S. C.**  
**LOOK FOR THE YELLOW FRONT!**

WE DO MORE BUSINESS  
THAN ANY TWO  
CONCERNS  
IN GREENVILLE

